



Social & Personal

The President yesterday received the State Comptroller Dr. E. Metz, the Law-General, and other high officials of the office. They discussed the details of the fourth report for 1953-54.

Mr. J. S. S. Minister of Health, yesterday received Mr. M. Hirsch, Director of Bank Leumi in Jerusalem.

Mr. B. N. Weisz, Chairman of The Palestine Corporation Ltd. and Vice-Chairman of Union Bank of Israel Ltd. has arrived in Israel on a short visit.

Mr. T. Angstrom, Director of Civil Aviation of Sweden, yesterday received Stockholm by S.A.S. after a tour of the Middle East.

Mrs. Eli Gold-Arieli, Executive Member of WIZO, will speak on the Mission to America at the University at the WIZO Club, 95 Rehov Hayarkon, on February 23, at 1 p.m. In the Chair: Mrs. Tonie Hauser-Zeiler. (Chairman Fundraising Dept.) — World WIZO Executive.

BIRTH
TUVAL — To Chana (née Rabinovich) wife of David Tuval on Feb. 18, 1954, at Hadassah Hospital, Jerusalem — a daughter, Yael-Shoshana.



JERUSALEM

• Libraries — Library and Reading Room, U.S. Consulate, Maccabim Rd. Entrance free. 9-11 a.m.

• Exhibitions — Modern Mexican Prints, Peru, and other Latin American Exhibitions from 'Latin-American art before the Spanish conquest' at New York. Acquisition of Spanish Art by William Morris. Exhibition in the month "Three Women in a Glass," by Paul Klee. Royal National Museum. 9-11 a.m.

• Hebrew University conducted tour. New administration building, King George Ave., opposite Terra Sancta. 9-11 a.m.

• Tel Aviv — Exhibitions: — 100 Years of Dutch Painting. 10 a.m.-5 p.m.

• Theatres — "The Troubadour" Chamber Theatre, Magrabi, 8 p.m.

• "America's Role in the Occupation of Japan," Dr. Thomas H. McGrath, Cultural Attaché at the U.S. Embassy, U.S. Library, 10 Rehov Blaik, 8-11 a.m.

• Exhibitions — "The Biblical Account of the Conquest of Palestine," on the occasion of the appearance of the English translation of the book by Prof. Yehuda Kaufman; auspices of the Biblical Research Society, Terra Sancta, 7-9 a.m.

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• Tel Aviv — Exhibitions: — 100 Years of Dutch Painting. 10 a.m.-5 p.m.

• Theatres — "The Eternal Jew," Habima, 8 p.m. (on Saturday).

• Theatres — "The Living Corpses," Habima, 8 p.m.

• RAMAT GAN —

• Theatres — "Cantata Martini," Do-De-Mi, 8 p.m.

ON THE AIR

JERUSALEM: 97.1; HAIFA: 100.1; TEL AVIV: 142, 145 & 155. M.

FIRST PROGRAMME

NEWS: Hebrew: 7 a.m., 1:30 p.m., 6:30 p.m. (including News); 8 a.m., 2:30 & 4:15 p.m.

6:30 a.m. Service: 6:35 Exercises.

6:45 Musical Clock (R). 7:15 Motocross (R). 1:30 Close Down.

7:30 "Morning Concert," 12:30 Music (R). 1:45 Break for Music.

1:45 "Music" (R). 2:15 Close Down.

4:00 P.M. Programme for Housewives: 4:00 Music (R). 4:15 "Morning Concert," 12:30 Music (R). 1:45 Break for Music.

1:45 "Music" (R). 2:15 Close Down.

SECOND PROGRAMME

4:00 P.M. 142, 145 & 155. M.

English News: 1:45 p.m., 4:30 p.m.

4:45 P.M. Music (R). 5:00 Programme for Yeshiva Students.

5:15 "Morning Concert," 12:30 Music (R). 1:45 Programme for Housewives. 4:15 Close Down.

THIRD PROGRAMME

4:00 P.M. 142, 145 & 155. M.

English News: 1:45 p.m., 4:30 p.m.

4:45 P.M. Music (R). 5:00 Programme for Yeshiva Students.

5:15 "Morning Concert," 12:30 Music (R). 1:45 Programme for Housewives. 4:15 Close Down.

FOURTH PROGRAMME

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English News: 1:45 p.m., 4:30 p.m.

4:45 P.M. Music (R). 5:00 Programme for Yeshiva Students.

5:15 "Morning Concert," 12:30 Music (R). 1:45 Programme for Housewives. 4:15 Close Down.

FIFTH PROGRAMME

4:00 P.M. 142, 145 & 155. M.

English News: 1:45 p.m., 4:30 p.m.

4:45 P.M. Music (R). 5:00 Programme for Yeshiva Students.

5:15 "Morning Concert," 12:30 Music (R). 1:45 Programme for Housewives. 4:15 Close Down.

SIXTH PROGRAMME

4:00 P.M. 142, 145 & 155. M.

English News: 1:45 p.m., 4:30 p.m.

4:45 P.M. Music (R). 5:00 Programme for Yeshiva Students.

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SEVENTH PROGRAMME

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TWELFTH PROGRAMME

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THIRTEEN PROGRAMME

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FOURTEEN PROGRAMME

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Editor and Founder
GERALD AGRON

Editorial Office & Management:
JERUSALEM
Bob Haskins, P.O.B. 17, Tel Aviv
11 HaMaccabi Street

THE AVIV Bureau:
12 Nahalat Shiva, P.O.B. 17, Tel Aviv
RA'AYA Bureau:
12 Nahalat Shiva, P.O.B. 17, Tel Aviv
(3 lines)

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THE origins of the projected pact between Turkey and Pakistan must be sought in the visit of Mr. Dulles to the Middle East last

ANKARA May. His report

to the American

KARACHI on his return

home, made it clear that he had abandoned, at least as an immediate objective, the former Administration's plan for a Middle East Defence Organization based primarily on the Arab States as a whole. In its place he envisaged a strengthening of the "outer crust" — the countries which he had found most alive, by reason of their geographical situation, to the threat of possible aggression from the North.

Yet the new pact must be seen, above all, as the achievement of Turkish diplomacy. Turkey has long been in the forefront of those who have shouldered the burden of the defense of democracy, and it is only natural that she should have sought allies on her eastern flank. By skillful negotiations she has now achieved far-reaching agreement with Pakistan and so strengthened the foundations of Western security in general and of her own security in particular. Turkey's forthcoming elections, in which outspoken Moslem elements may prove decisive, doubtless served as an additional spur towards the conclusion of a pact with a Pakistan in whose political and social development Islam is playing an increasingly dominant role.

The satisfaction with which news of the projected pact was received in Ankara has been damped somewhat by the statement of Mohammed Ali, Prime Minister of Pakistan, following the official announcement in Karachi. It is clear enough what purposes the Prime Minister sought to achieve by his reference to the Moslem interest in "Palestine," Morocco and Tunisia. He aimed at allaying Arab suspicions and uneasiness at the pact with Turkey, which had found expression particularly in Egypt. He was undoubtedly anxious to reinforce Pakistan's position in an Arab world which more and more regards neutralism as an indispensable qualification for leadership of the Moslem world — that leadership to which Pakistan has always aspired and which she now sees jeopardized by the frank abandonment of neutralism which the pact with Turkey implies. Lastly, Mohammed Ali doubtless sought to pave the way for Iraq, as a third partner at some later stage, to join the pact which has been declared open to all "interested peace-loving nations."

The adhesion of Iraq to a military pact would entirely change the complexion of the thing as far as Israel was concerned, particularly if, as seems beyond all doubt, her adhesion implied her receiving arms and military equipment from American and other sources. Israel cannot possibly reconcile herself to the military strengthening of a country which refused to sign an armistice agreement with her, whose Government has but lately declared once again that it must aspire to ever greater strength so as to play its part in the fight against Israel and which is at this moment demonstrating its bitter hate by its inhuman treatment of Israeli citizens held prisoners in Baghdad in defiance of law and conscience.

Turkey has, indeed, been quick to dissociate herself from this hammer. According to Mr. Kuyulu, who declared on Saturday that the "projected pact with Pakistan would not involve Turkey in any change of policy towards any peace-loving country and that there would be no part from Turkey in any of imperialist countries' disputed questions not concerning her directly. This declaration will have been noted with satisfaction in France and elsewhere, no less than in Israel, but it may be felt that it is not enough for Turkey simply to dissociate herself from her new ally's imperialist policies and actions, directed at the Moslem countries.

It may be hoped that Turkey will now be in a position to assume a restraining influence on Pakistan and persuade her to concentrate on those aims and causes which constructively serve the common interest. The increased military cooperation of the Moslem countries in the Middle East, Turkey has been conscious of her responsibilities in respect of the peace and stability of the area as a whole. Perhaps she may now be able to make Pakistan her partner in this connection as well as in her new wide obligations in the Moslem cause.

Soviet Accent on Consumer Goods

By HENRY SHAPIRO

NOW that we have the necessary coal and oil and steel and the hydrogen bomb, we can afford to give you more butter and meat, shoes and washing machines — that is what, in effect, Premier Georgi Malenkov told the Supreme Soviet in mid-summer when he announced his New Deal for farmers and consumers.

Malenkov promises to fulfill Stalin's 1950 goal in 1955. For the five years ending in 1955 the Plan had envisaged a 7.4% increase in the distribution of articles of consumption. Malenkov raised that figure to 8.4%.

It was left to the Minister for Domestic Trade, swarthy Armenian Anastas Mikoyan, to work out the details of the New Deal, which immediately earned him the designation of "best friend of the Soviet housewife," which a year ago could have applied to Stalin alone.

Mikoyan's figures were not dazzling, but his percentages were impressive. To a population of some 210 millions he pledged an additional output by 1955 of 4,000,000 tons of meat, 650,000 tons of sausages, 3,600,000 tons of fish, 380,000 fridges, half a million vacuum cleaners, 3,800,000 bicycles, 23,000,000 watches and comparable supplies of shoes and clothing. In other words, compared to 1950, the housewife might expect double the amount of butter, more than twice as much meat and clothing, three to four times as much furniture, more than four times as many sewing machines, radio and television sets and ten times as many vacuum cleaners, fridges and washing machines.

Mikoyan's Warning
Russians can read and make mathematical calculations. Mikoyan confirmed the low standard of living prevalent in the Soviet Union especially in the immediate post-war years. He promised a substantial rate of improvement but no final solution of the material problems of the Soviet housewife by 1956. As if to anticipate his criticism, in discussing the low content of the New Deal, he said: "There are no toy cars anywhere. I managed to wangle some rubber boots which you could use next winter," the maid explained and walked away satisfied that she had done the most natural thing in the world. A whole generation of housewives had grown up with the virtual absence of rationing. Some shortages were part of the natural scheme of things. Anything to cover one's body and anything to fill the stomach was good enough. Now a Moscow girl expects to find gloves to match her handbag and stockings to match her blouse. She has been raised rather than educated. The party and government have no decree.

On my first visit to the Soviet Union, some two decades ago, the sooty was still an almost feeble memory of the decaying bourgeoisie way of living. I heard of one young communist being expelled from his Komintern all for wearing a tie. Last year the tie was still a rarity. Now it is a must. "Now, ladies and gentlemen, we are going to amaze anyone with the quantity of washing machines, vacuum cleaners and fridges. We have just begun the job. We expect to make up for what we have long neglected and surprise any skeptics."

Such language was new to Soviet citizens. It was introduced by Malenkov when he began his campaign against shoddy goods in August with the admission that a Soviet citizen may sometimes really prefer imported goods to their superior quality. A few months later, lesser citizens were accused of "bourgeois cosmopolitanism," a d "now-towing to foreign things," for suggesting the possible inferiority of Soviet-made goods.

But Mikoyan knows better. He made a personal field investigation of American consumer industries in the mid-thirties and when he returned, he popularized a number of new foods in the Soviet Union — canned corn, corn-fakes, ketchups, frozen fruit and vegetables. He introduced quick-lunch counters and, repeat while they wait, whoosh which were then called Americanized.

Now again Mikoyan advises Soviet manufacturers and distributors to learn from capitalist countries and imitate the best methods of serving and pleasing the public.

"Bourgeois countries have created great systems of merchandising enterprises and techniques of serving the customer in a cultured manner."

Summarizing the Soviet Press and radio, he has been clamouring for better quality, greater variety and more artistic appearance of Soviet goods. Pravda gave up some of the space pre-

viously reserved for letters to Stalin, or attacks on "Anglo-American warmongers," a diabolical swindlers in the trading organization's actions, to attack designers of Soviet furniture and glassware, window dressing. The principal organ of the Communist Party, which still carries on its masthead the slogan "workers of the world unite" is now battling, among other things, for greater variety in lipstick shades and lace-trimmed gowns for Soviet women. Nothing is too good for Soviet womanhood. Mikoyan seemed to say in his recent speech to trade officials, his words to be echoed in a thousand publications.

Crosses down and vanishing. There are now larger numbers of shapeless coats, tunics with legs that don't match, and tunics that match but are not made to measure. There are no toy cars anywhere. I managed to wangle some rubber boots which you could use next winter," the maid explained and walked away satisfied that she had done the most natural thing in the world. A whole generation of housewives had grown up with the virtual absence of rationing. Some shortages were part of the natural scheme of things. Anything to cover one's body and anything to fill the stomach was good enough. Now a Moscow girl expects to find gloves to match her handbag and stockings to match her blouse. She has been raised rather than educated. The party and government have no decree.

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Such language was new to Soviet citizens. It was introduced by Malenkov when he began his campaign against shoddy goods in August with the admission that a Soviet citizen may sometimes really prefer imported goods to their superior quality. A few months later, lesser citizens were accused of "bourgeois cosmopolitanism," a d "now-towing to foreign things," for suggesting the possible inferiority of Soviet-made goods.

But Mikoyan knows better. He made a personal field investigation of American consumer industries in the mid-thirties and when he returned, he popularized a number of new foods in the Soviet Union — canned corn, corn-fakes, ketchups, frozen fruit and vegetables. He introduced quick-lunch counters and, repeat while they wait, whoosh which were then called Americanized.

Now again Mikoyan advises Soviet manufacturers and distributors to learn from capitalist countries and imitate the best methods of serving and pleasing the public.

"Bourgeois countries have created great systems of merchandising enterprises and techniques of serving the customer in a cultured manner."

Summarizing the Soviet Press and radio, he has been clamouring for better quality, greater variety and more artistic appearance of Soviet goods. Pravda gave up some of the space pre-

viously reserved for letters to Stalin, or attacks on "Anglo-American warmongers," a diabolical swindlers in the trading organization's actions, to attack designers of Soviet furniture and glassware, window dressing. The principal organ of the Communist Party, which still carries on its masthead the slogan "workers of the world unite" is now battling, among other things, for greater variety in lipstick shades and lace-trimmed gowns for Soviet women. Nothing is too good for Soviet womanhood. Mikoyan seemed to say in his recent speech to trade officials